

**IN THE CLAIMS:**

Please amend claims 1, 11, 15, 17 and 19-20 as follows:

1. (Currently Amended) A system for reading display information comprising:  
an information display member; and  
at least one mobile communication terminal of a public mobile communication system for reading at least a portion of the display information displayed on said information display member, wherein  
said information display member comprises an information recording element in which necessary and/or optional information of the information portion is stored, said mobile communication system comprises a reader mechanism for reading information recorded in said information recording element and a display mechanism for displaying the read information, and the information recorded in said information recording element including said portion of the display information displayed on said information display member,  
wherein said information display member is a poster, a signboard, a time table, a statement of virtues, a paper ad, a postcard, a handbill, tissue papers, an ad hung down in trains, or a mascot doll.
2. (Previously Presented) The system for reading display information according to claim 1, wherein said information recording element includes at least one of an IC chip and a bar code.
3. (Previously Presented) The system for reading display information according to claim 1, wherein the information recorded in said reader mechanism is transferred to a second mobile communication system or to a system having a function of a communication terminal.
4. (Previously Presented) The system for reading display information according to claim 1, wherein the information recorded in said reader mechanism is transferred via a net line of a LAN.

5. (Previously Presented) The system for reading display information according to claim 1, wherein the information recorded in said reader mechanism is further recorded in a personal computer or a server system.
6. (Previously Presented) The system for reading display information according to claim 1, wherein at least one of text information, audio information and image information is stored in said information recording element.
7. (Previously Presented) The system for reading display information according to claim 1, wherein the information recorded in said reader mechanism is copied.
8. (Previously Presented) The system for reading display information according to claim 1, further comprising means for displaying in an enlarged manner a desired portion of the information displayed on said display mechanism of said mobile communication system.
9. (Previously Presented) The system for reading display information according to claim 1, wherein said information display member further comprises a signal member for notifying an existence of said information recording element, and said mobile communication system further comprises means for detecting said signal member.
10. (Previously Presented) The system for reading display information according to claim 9, wherein said signal member carries an audio signal, an on-and-off light signal a signal displayed by characters or figures, or combinations thereof.
11. (Currently Amended) A system for reading display information, comprising:
  - an information display member; and
  - mobile communication system for reading an information portion of said information display member,wherein said information display member comprises an information recording element to which necessary and/or optional information of the information portion is inputted, said mobile communication system comprises a reader mechanism for reading information recorded in said information recording element and a display portion for

displaying the information, and said information recording element has a function of counting the number of times that information is read.

12. (Previously Presented) The system for reading display information according to claim 11, wherein the number of counts can be stored in a recording medium.
13. (Original) The system for reading display information according to claim 1, wherein the mobile communication system includes a mobile phone.
14. (Original) The system for reading display information according to claim 1, wherein the reader mechanism reads information from the information recording element in a contact or non-contact manner.
15. (Currently Amended) The system for reading display information according to claim 2, wherein the bar code is a stack ~~[[type]]~~ bar code or a data matrix bar code.
16. (Original) The system for reading display information according to claim 2, wherein the IC chip includes an antenna.
17. (Currently Amended) The system for reading display information according to claim ~~[[15]]~~ 16, wherein the antenna is a coil antenna.
18. (Original) The system for reading display information according to claim 6, wherein the mobile communication system further comprises reading-out means for reading the text information into voice.
19. (Currently Amended) ~~[[The]]~~ A system for reading display information comprising:  
~~according to claim 1~~  
an information display member; and  
at least one mobile communication terminal of a public mobile communication system for reading at least a portion of the display information displayed on said information display member, wherein

said information display member comprises an information recording element in which necessary and/or optional information of the information portion is stored, said mobile communication system comprises a reader mechanism for reading information recorded in said information recording element and a display mechanism for displaying the read information, and the information recorded in said information recording element including said portion of the display information displayed on said information display member, and

wherein said information recording element has a function of counting the number of times that information is read.

20. (Currently Amended) The system for reading display information according to claim 11, wherein the number of [[counts]] times can be stored in a recording medium such as a server system.